

Subject: SWFM Marketing Ideas

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Good Morning Cynthia...

You've met Kim Sudhalter from Melrose. She serves as our Melrose BID Marketing & Promotions Director and also for the Hollywood Farmers' Market. I believe she's also working with a new Thai Town Farmers' Market. Maybe we can get some of those vendors over to Westchester to supply Ayara.

Yesterday I was bemoaning our slow start / low attendance in Westchester and Kim offered to share her wisdom / experience. She is not looking to work with us in Westchester. She is simply offering to help.

Kim also has some insights into the highly successful Sunday Trading Post at Fairfax HS.

Would you schedule a call or lunch with Kim? (I'll buy and can attend or not.)

I'm a big believer in thinking outside the box and learning from others that may have some insight we could gain from. So let's tap into Kim's insights. What do you think?